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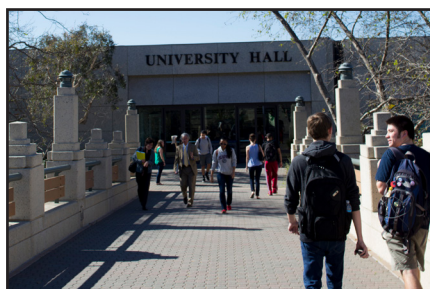
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Loyola Marymount University

VOTER AWARENESS DATA BRIEF

2020 FALL PUBLIC OPINION SURVEY



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ABOUT US

LOYOLA MARYMOUNT UNIVERSITY

LMU is a private Catholic university with 6,250 undergraduates, 2,150 graduate students and 1,100 law students from diverse backgrounds and many perspectives. Our seven colleges and schools boast best-in-the-nation programs in film and television, business, education and more. Our stunning campus in West Los Angeles is a sun-soaked oasis overlooking the Pacific coast and a model of sustainability. We're rooted in the heart of Los Angeles, a global capital for arts and entertainment, innovation and technology, business and entrepreneurship. Our mission is grounded in a centuries-old Jesuit educational tradition that produces extraordinary men and women dedicated to service and social justice. We're proud of more than 92,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others. For more LMU news and events, please visit www.lmu.edu/news.

The Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University is one of the leading undergraduate research centers in the nation. We are a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1996, StudyLA conducts groundbreaking research through its LA Votes exit poll project, LA Riots Anniversary Studies, and LA Public Opinion and Leaders Surveys. We provide rigorous, mentored research experiences for undergraduate students at Loyola Marymount University with an emphasis on hands-on field research. As the preamble to the LMU mission states, "We benefit from our location in Los Angeles, a dynamic city that brings into sharp focus the issues of our time and provides an ideal context for study, research, creative work, and active engagement. We invite men and women diverse in talents, interests, and cultural backgrounds to enrich our educational community." StudyLA brings this mission alive, taking pride in our work's emphasis on understanding and communicating the issues of our time.

For more information about the results or methodology from this or other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at brianne.gilbert@lmu.edu.

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ABOUT THIS STUDY

The 2020 Fall Public Opinion Survey conducted by StudyLA involved 20-minute telephone sessions and online and face-to-face surveys with 1,753 adults living in the city of Los Angeles. The survey was conducted in English, Spanish, Mandarin, and Korean from August 31st to October 25th, and respondents were asked a range of questions concerning Los Angeles.

ABOUT THIS REPORT

Survey results are presented in two sections: (1) topline, or total responses for each question, and (2) crosstabs, or all questions crossed by major demographics. The following report only presents data for residents who are registered to vote (n=1,352) and only shows responses to the survey questions pertaining to awareness about the upcoming election.

RECOMMENDED CITATION

Gilbert, Brianne; Guerra, Fernando J.; & Vizireanu, Mariya (2020). Voter Awareness Data Brief: 2020 Fall Public Opinion Survey. Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, Los Angeles, California.

QUESTIONS INCLUDED IN THIS REPORT

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: You can vote early | All registered voters in LA will receive a vote-by-mail ballot | You can vote at any vote center in Los Angeles County and not just your local polling location

TOPLINES

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

Yes	75.9
No	24.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

Yes	86.4
No	13.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

Yes	86.6
No	13.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

CROSSTABS

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	English	Spanish	Mandarin	Korean
Yes	87.3	80.3	73.8	89.1
No	12.7	19.7	26.2	10.9
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Black	Asian	White	Latina/o	Other
Yes	83.2	86.5	88.4	86.1	78.3
No	16.8	13.5	11.6	13.9	21.7
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Ages 18-29	Ages 30-44	Ages 45-64	Ages 65+
Yes	84.4	87.5	85.4	88.2
No	15.6	12.5	14.6	11.8
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Rent home	Own home
Yes	84.7	88.8
No	15.3	11.2
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Yes	88.7	87.8	78.4	74.7	88.5	83.1	83.8
No	11.3	12.2	21.6	25.3	11.5	16.9	16.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Union household	Non-union household
Yes	87.1	86.5
No	12.9	13.5
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Single	Married/domestic partnership	Divorced/separated/widowed
Yes	87.1	87.0	83.6
No	12.9	13.0	16.4
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	No children in household	One or more children in household
Yes	87.5	84.7
No	12.5	15.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Liberal	Moderate	Conservative
Yes	87.0	87.8	83.7
No	13.0	12.2	16.3
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Less than high school	High/tech school graduate	College degree	Graduate degree
Yes	77.8	82.9	90.0	92.3
No	22.2	17.1	10.0	7.7
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Yes	78.1	89.5	89.8	90.4	90.2
No	21.9	10.5	10.2	9.6	9.8
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Male	Female
Yes	86.7	86.8
No	13.3	13.2
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Identify as LGBTQ	Do not identify as LGBTQ
Yes	85.4	86.7
No	14.6	13.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote early?**

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Yes	90.3	87.3	81.4	88.0
No	9.7	12.7	18.6	12.0
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	English	Spanish	Mandarin	Korean
Yes	86.4	87.3	66.8	93.5
No	13.6	12.7	33.2	6.5
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Black	Asian	White	Latina/o	Other
Yes	82.3	87.6	85.8	88.1	80.2
No	17.7	12.4	14.2	11.9	19.8
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Ages 18-29	Ages 30-44	Ages 45-64	Ages 65+
Yes	83.7	85.9	87.0	88.0
No	16.3	14.1	13.0	12.0
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Rent home	Own home
Yes	86.0	86.6
No	14.0	13.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Yes	86.0	86.9	86.7	86.4	88.2	92.0	81.0
No	14.0	13.1	13.3	13.6	11.8	8.0	19.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Union household	Non-union household
Yes	82.4	87.4
No	17.6	12.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Single	Married/domestic partnership	Divorced/separated/widowed
Yes	85.9	86.1	88.2
No	14.1	13.9	11.8
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	No children in household	One or more children in household
Yes	86.2	86.4
No	13.8	13.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Liberal	Moderate	Conservative
Yes	86.1	85.7	87.1
No	13.9	14.3	12.9
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Less than high school	High/tech school graduate	College degree	Graduate degree
Yes	87.0	85.8	87.3	84.8
No	13.0	14.2	12.7	15.2
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Yes	85.1	86.9	89.7	87.8	83.0
No	14.9	13.1	10.3	12.2	17.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Male	Female
Yes	83.7	89.0
No	16.3	11.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Identify as LGBTQ	Do not identify as LGBTQ
Yes	90.5	85.5
No	9.5	14.5
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **all registered voters in LA will receive a vote-by-mail ballot?**

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Yes	81.8	88.4	83.2	87.7
No	18.2	11.6	16.8	12.3
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	English	Spanish	Mandarin	Korean
Yes	77.7	66.2	59.5	58.1
No	22.3	33.8	40.5	41.9
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Black	Asian	White	Latina/o	Other
Yes	78.2	74.9	76.0	77.0	55.9
No	21.8	25.1	24.0	23.0	44.1
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Ages 18-29	Ages 30-44	Ages 45-64	Ages 65+
Yes	77.0	77.9	76.4	68.8
No	23.0	22.1	23.6	31.2
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Rent home	Own home
Yes	75.4	77.4
No	24.6	22.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Yes	79.7	78.9	78.9	71.9	68.3	72.8	68.7
No	20.3	21.1	21.1	28.1	31.7	27.2	31.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Union household	Non-union household
Yes	71.5	77.3
No	28.5	22.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Single	Married/domestic partnership	Divorced/separated/widowed
Yes	78.0	76.8	67.2
No	22.0	23.2	32.8
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	No children in household	One or more children in household
Yes	74.8	77.6
No	25.2	22.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Liberal	Moderate	Conservative
Yes	78.7	73.6	72.0
No	21.3	26.4	28.0
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Less than high school	High/tech school graduate	College degree	Graduate degree
Yes	57.2	75.8	78.7	76.1
No	42.8	24.2	21.3	23.9
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Yes	66.0	80.8	84.7	79.6	74.7
No	34.0	19.2	15.3	20.4	25.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Male	Female
Yes	75.2	76.8
No	24.8	23.2
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Identify as LGBTQ	Do not identify as LGBTQ
Yes	75.0	76.0
No	25.0	24.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Prior to this survey, were you aware that in the upcoming Presidential General Election on November 3: **you can vote at any vote center in Los Angeles County and not just your local polling location?**

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Yes	78.5	75.4	70.7	78.0
No	21.5	24.6	29.3	22.0
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Appendix

2020 FALL PUBLIC OPINION SURVEY METHODOLOGY

The Center for the Study of Los Angeles conducted a survey to assess city of LA residents' opinions. The survey involved 20-minute telephone sessions, online surveys, and face-to-face surveys with 1,753 adults living in the city of Los Angeles. Survey respondents were asked about their thoughts on a range of topics, including voter awareness.

SAMPLING

StudyLA conducted all aspects of survey development, the sampling plan, data processing (e.g., data cleaning and weighting), analysis, and dissemination of its findings. Throughout the data collection process, StudyLA worked closely with Interviewing Service of America (ISA Corp.) to oversee the successful implementation of the sampling plan. ISA Corp. is a data collection firm with a call center in Los Angeles County, ensuring that Angelenos were interviewed by other Angelenos.

Since the primary purpose of this study was to gather representative input from adult residents within the Los Angeles region, an initial random digit dial (RDD) sample was employed. The RDD sample was drawn by determining the active phone exchanges (the first three numbers of a seven-digit phone number) and blocks within a given sampling area (in this case, by the zip codes that comprise the city). A random list of all active residential and cell phone numbers in the area was produced. This method includes both listed and unlisted phone numbers. Listed samples were used to meet particular quotas for racial/ethnic categories and geographic location.

The online portion was comprised of responses from double opt-in respondents who have agreed to participate in surveys with ISA Corp.'s SoapBoxSample. SoapBoxSample uses a proprietary panel called MySoapBox that employs a variety of methodologies and recruitment channels (such as online, phone, and face-to-face) to ensure representative results. In addition, SoapBoxSample employs a large network of panel partners worldwide to achieve non-biased samples. Real-time sampling and survey publishing services were also used to target respondents outside of the initial reach. For all methods, adult respondents in the city of LA were targeted and then randomly selected within their group.

The face-to-face survey collection was comprised of in-person intercept surveys around the city of LA. Trained survey administrators recruited survey participants to complete the paper versions of the survey.

SCREENERS

The protocol for this study involved asking potential respondents a series of questions, referred to as screeners, which were used to ensure that the person lived within the county and was at least 18 years old. The target sample size by geography was 400 residents from each of four quadrants in the city of Los Angeles. The first quota was a random digit dialing of approximately 425 residents. The online survey ran concurrently with a target sample size of 425 respondents. The remaining racial/ethnic and geographic quotas were determined based on the fallout: 250 Black residents (at least 100 under 40 years old) and 250 Asian residents. Given the demographic proportion of Latina/o and white residents in the region, as expected, both groups naturally fell out from the initial wave of online and phone respondents.

DATA COLLECTION

Phone surveys were conducted from August 31, 2020 till October 25, 2020 between the hours of 4:30pm and 9pm during the week, 10am to 4pm on Saturday, and 12am to 5pm on Sunday. The survey was translated into Spanish, Mandarin, and Korean and translators who speak these languages were available to conduct interviews for residents who only spoke, or were more comfortable speaking the language.

The online and face-to-face surveys ran concurrent with the phone survey and were available in both English and Spanish. The margin of error is $\pm 3.0\%$ for the entire sample of 1,753 residents, not adjusted for weighting or design effects. The 1,753 responses collected for this survey were weighted based on respondents' self-identified racial and ethnic group, gender, age, and geographic location matching them to the most recently available population parameters from the American Community Survey (ACS) estimates.

SURVEY FUNDERS

As with all research projects at StudyLA, funding for this project came from a variety of donors (including the university's own internal funds) throughout the year. Donors are not involved in any aspect of project design and data dissemination. All StudyLA funders are aware that their donations can be applied to any one of the numerous research projects StudyLA conducts. To find out more about StudyLA's funders visit www.lmu.edu/studyLA.

DEMOGRAPHICS (REGISTERED VOTERS ONLY)

Survey language

	Unweighted frequencies	Weighted percentages
English	1,168	87.4
Spanish	63	8.0
Mandarin	53	1.6
Korean	68	3.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Which ethnic group do you consider yourself a part of or feel closest to?

	Unweighted frequencies	Weighted percentages
Black	282	9.3
Asian	278	12.0
White	451	38.1
Latina/o	313	37.4
Other	24	3.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Age categories

	Unweighted frequencies	Weighted percentages
Ages 18-29	259	21.4
Ages 30-44	494	30.5
Ages 45-64	304	30.2
Ages 65+	255	17.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Do you rent your home, are you buying it with a mortgage, or is it entirely paid for?

	Unweighted frequencies	Weighted percentages
Rent home	747	54.2
Own home	591	45.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

How would you describe your current work status?

	Unweighted frequencies	Weighted percentages
Working full-time	584	42.8
Working part-time	209	15.3
Student	81	5.7
Homemaker	42	3.8
Retired	231	15.7
Self-employed	91	6.2
Not working	109	10.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Is someone in your household a member of a union?

	Unweighted frequencies	Weighted percentages
Union household	279	21.3
Non-union household	1,065	78.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Are you currently single, married, divorced, separated, widowed, or in a domestic partnership?

	Unweighted frequencies	Weighted percentages
Single	533	39.1
Married/domestic partnership	616	46.8
Divorced/separated/widowed	191	14.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

How many children 17 years or younger live in your household?

	Unweighted frequencies	Weighted percentages
No children in household	845	64.0
One or more children in household	497	36.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Politically, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

	Unweighted frequencies	Weighted percentages
Liberal	669	48.6
Moderate	370	29.0
Conservative	288	22.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

What is the last grade or level you completed in school?

	Unweighted frequencies	Weighted percentages
Less than high school	73	5.9
High/tech school graduate	583	45.1
College degree	492	34.5
Graduate degree	189	14.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Total household income

	Unweighted frequencies	Weighted percentages
Under \$40K	356	28.8
\$40K-<\$70K	366	28.0
\$70K-<\$100K	217	16.8
\$100K-<\$150K	179	13.5
\$150K+	166	13.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

What is your gender?

	Unweighted frequencies	Weighted percentages
Male	677	50.1
Female	664	49.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

Do you personally identify as a member of the LGBTQ (lesbian, gay, bisexual, transgender, or queer) community?

	Unweighted frequencies	Weighted percentages
Identify as LGBTQ	193	14.3
Do not identify as LGBTQ	1,148	85.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.

How many years have you lived in the Los Angeles region?

	Unweighted frequencies	Weighted percentages
Lived here 5 years or less	127	7.9
Lived here 6-15 years	267	18.9
Lived here 16-25 years	307	23.5
Lived here 25+ years	647	49.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,352 adult respondents (registered to vote) of the 2020 Fall Public Opinion Survey.